



125 West 55th St
New York, NY 10019

Contract # 25345241		Changes as of: 10/31/2016 at 2:16 PM		Version: Original Order	
CPE:	180/198/2564	Flight:	11/2/16 - 11/8/16	Station:	KWWL
Agency:	STRATEGIC MEDIA SERVICES	Advertiser:	IA-HD55 Bergan & Rep Party of Iowa	Market:	Cedar Rapids
1911 NORTH FT MYER DRIVE	SUITE 400	Product:	Candidate	Office:	WASHINGTON
ARLINGTON, VA	20009	Agency Order #:	5533476	Primary Demo:	
		Buyer:	Irvin, Michelle	Con Type:	POLITICAL/VOTE
		Salesperson:	BILL THOMAS 202-872-5880	Assistant:	BILL THOMAS 202-872-5880
		Separation:			

#	Day/Time	DP	Program	Rate	Len	11/2	11/3	11/4	11/5	11/6	11/7	11/8	Total Spots	Total	\$	CPP	GRP
1	W-F,M-Tu		KWWL Today In Iowa At 5	\$100.00	30	1	1	0	0	1	1		5	\$500.00	\$0.00	0.0	
2	6a-7a		KWWL Today In Iowa At 6	\$250.00	30	0	0	1	0	0	0	1	2	\$500.00	\$0.00	0.0	
3	7a-9a		NBC Today Show	\$250.00	30	1	1	0	0	0	1	0	3	\$750.00	\$0.00	0.0	
4	9a-11a		KWWL Today In Iowa @ 6 - Sun	\$75.00	30	0	0	0	0	1	0	0	1	\$75.00	\$0.00	0.0	
5	W-F,M-Tu		NBC Today Show (9-11A)	\$100.00	30	1	1	0	0	0	0	1	3	\$300.00	\$0.00	0.0	
6	12n-1p		KWWL News At Noon	\$150.00	30	0	1	0	0	0	0	1	2	\$300.00	\$0.00	0.0	
7	W-F,M-Tu		Millionaire	\$50.00	30	1	1	0	0	1	0	0	4	\$200.00	\$0.00	0.0	
8	4p-4:30p		Jeopardy	\$150.00	30	0	0	1	0	0	0	0	1	\$150.00	\$0.00	0.0	
9	5:30p-6p		NBC Nightly News	\$2,000.00	30	1	1	0	0	1	0	0	3	\$6,000.00	\$0.00	0.0	
10	6p-6:30p		KWWL News At 6P	\$550.00	30	1	0	1	0	0	0	0	2	\$1,100.00	\$0.00	0.0	
11	W-F,M-Tu		Wheel Of Fortune	\$750.00	30	1	0	1	0	0	0	0	2	\$1,500.00	\$0.00	0.0	
12	W-F,M-Tu		KWWL News At 10P	\$700.00	30	1	0	0	0	0	0	0	1	\$700.00	\$0.00	0.0	
13	10:30p-11:05p		KWWL News At 10P Sunday	\$250.00	30	0	0	0	1	0	0	0	1	\$250.00	\$0.00	0.0	
14	10:35p-11:37p		Tonight Show	\$250.00	30	0	1	0	0	1	0	0	2	\$500.00	\$0.00	0.0	
TOTALS:						8	6	7	0	2	5	4	32	\$12,825.00	\$0.00	0.0	



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Special Instructions

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Competitive Information

Market Budget:	\$36,643
KWWL Share:	35%
Comment:	Competitive Unknown

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	32	\$12,825.00	N/A	0.0
Total	100%	32	\$12,825.00	N/A	0.0

Monthly Summary

Month	Spots	Dollars
2016-Nov	32	\$12,825.00
Total	32	\$12,825.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queried for Electronic Contracting	10/31/16 2:29 PM					\$0	\$0	
New	10/31/16 2:16 PM	BILL THOMAS	New	32		\$12,825.00	\$12,825.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST NOT CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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